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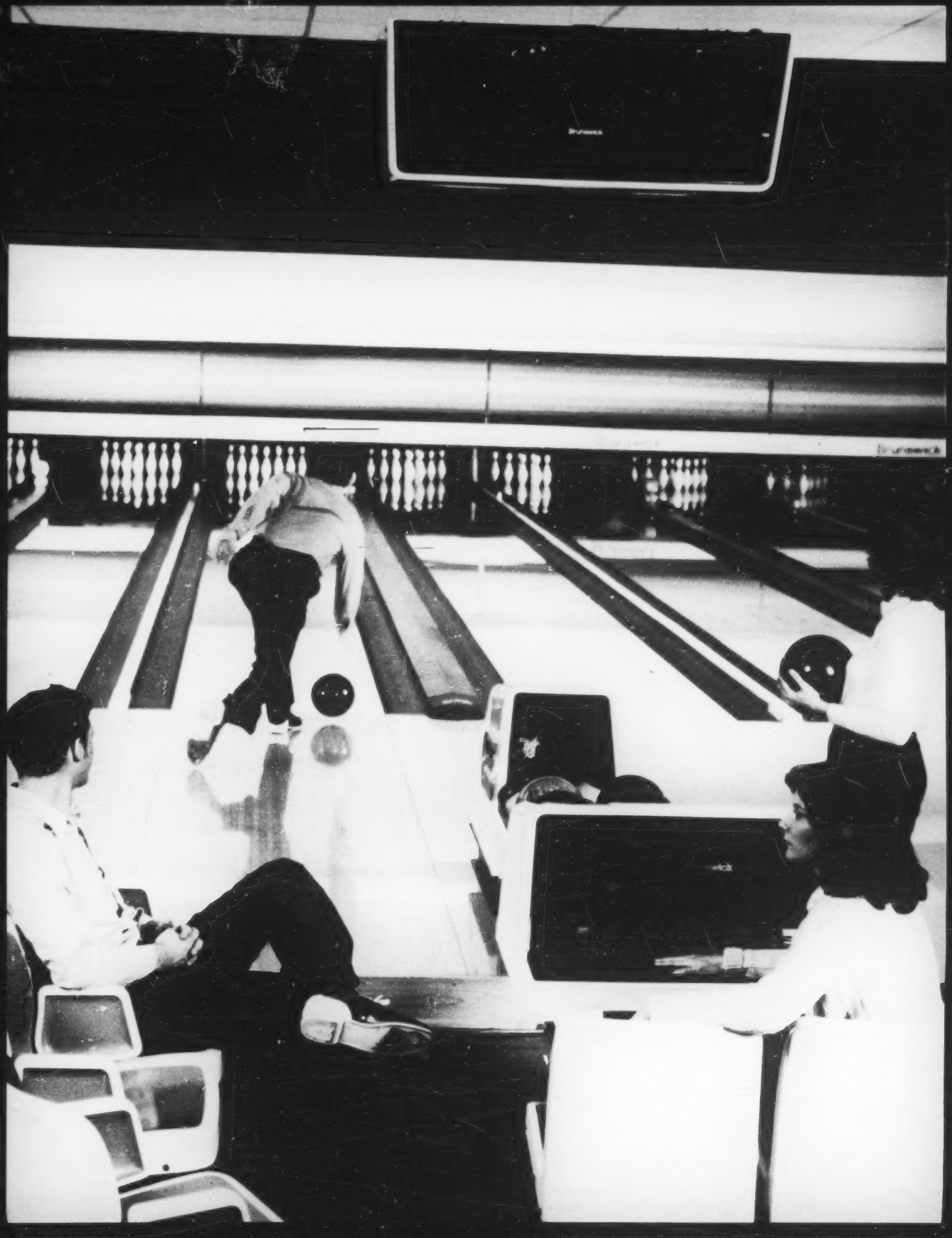
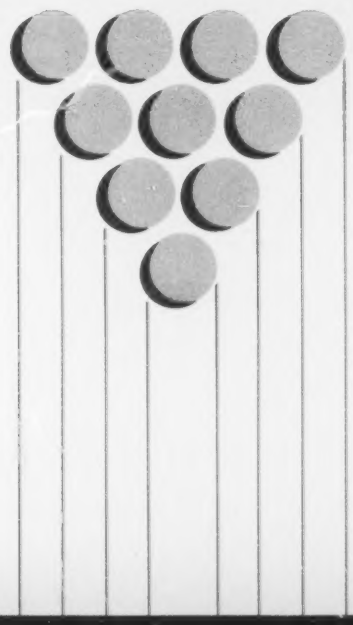
Bowling: An In-Depth Profile of A Dynamic Market



Bowling: An Enormous Market With Real Purchasing Power

If you are marketing products or services with a broad-based appeal, take a good look at bowling as a marketing tool. Whether your target market is young, middle-aged, or elderly, upscale or budget conscious, white collar or blue, bowling provides access to and a common point of recognition for millions of people.

The following pages paint an in-depth profile of America's bowlers. Once you see their attractive income, occupation, and education demographics, you'll know why bowlers are the great American market.



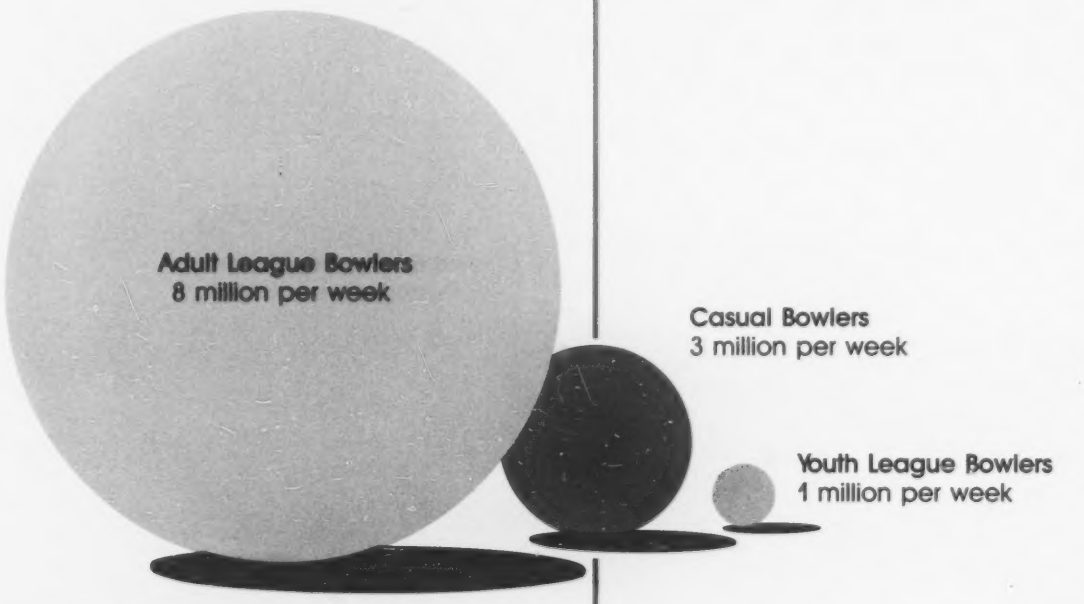
A Massive, Organized Market

Bowling is not only one of the most popular sports in America, it's also one of the most organized.

Eight million adults from collegiates to seniors regularly participate in sanctioned men's and women's leagues. Another one million youngsters under 18 are also league bowlers. Add to this approximately 3 million more avid bowlers who open play bowl every week and you have almost 12 million weekly bowlers who enjoy the sociability, competition and relaxation of the sport.

Bowling Frequency

12 million bowlers weekly

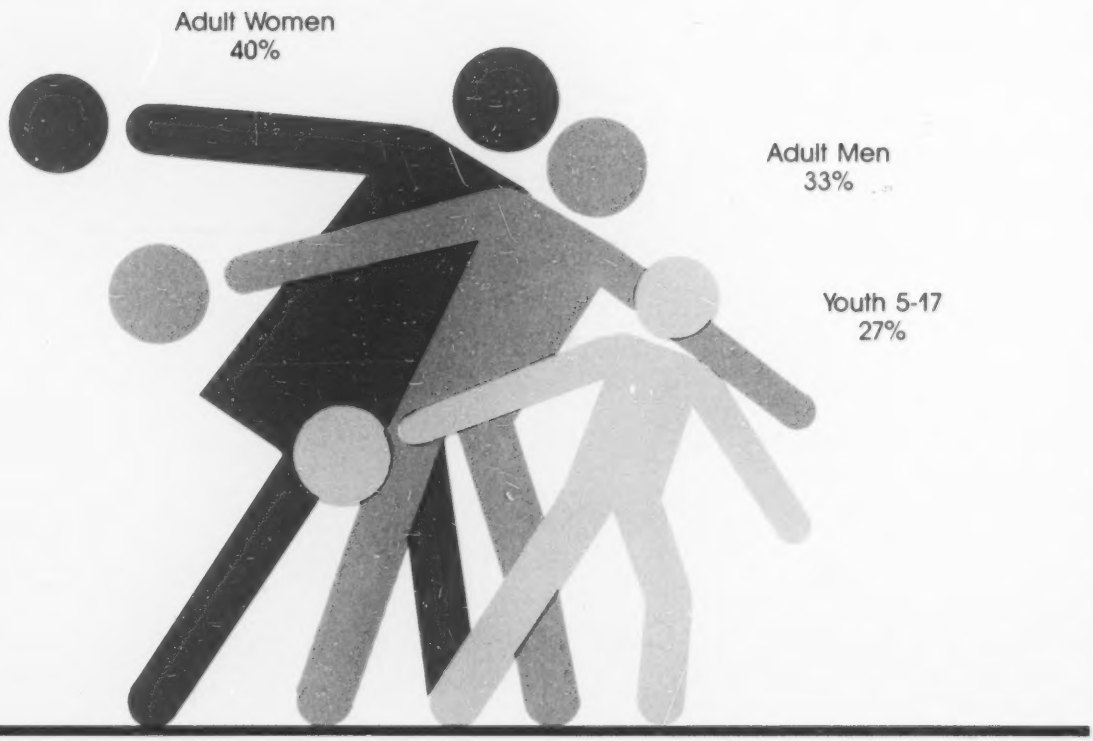


Sources: American Bowling Congress, 1985
Women's International Bowling Congress, 1985
Young American Bowling Alliance, 1985
Market Facts, 1985

One Out of Three Americans Bowl

This imposing participant sport is enjoyed by almost one out of every three men, women, and children in the country today. In addition to the 8 million league bowlers, there are 59 million casual bowlers who visit more than 8,000 bowling centers nationwide each year. And they do it an average of nine times per year-that's 603 million visits this year alone.

Market Balance



Source: Market Facts, Inc., 1985

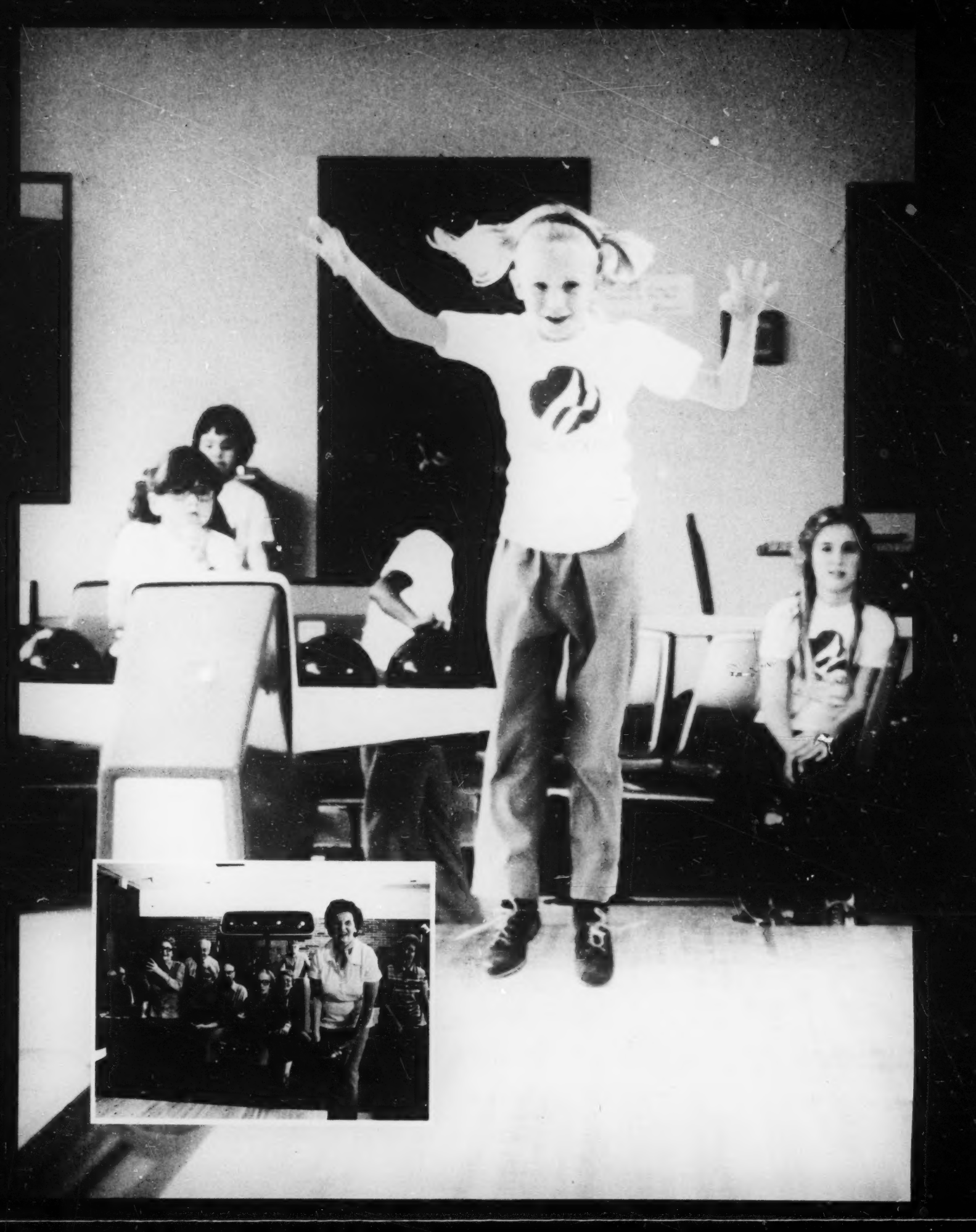
Bowlers Offer Attractive Demographics

American bowlers represent an attractive market. They offer a broad spectrum of consumer characteristics in terms of who they are, where they live, and how much they earn. They are younger, more affluent and better educated than the national average.

Bowler Profile

Profile	Bowlers	U.S. Population
Median Adult Age	33.3 years	39.9 years
18 to 34	40%	32%
18 to 49	59%	51%
Median Household Income	$25,556	$20,885
Household Income $25,000 +	52%	41%
Highest Educational Level Attained		
Graduated/Attended College	49%	32%
High School Graduate	44%	34%
Employment		
Professional/Managerial	30%	22%
Craftsman/Foreman	27%	13%
Married	71%	72%
Own Home	76%	65%
Children Under 18	49%	42%
Mean Household Size	3.5 persons	2.7 persons

Sources: Market Facts, Inc., 1985
U.S. Department of Commerce, Bureau of the Census, 1985



Bowling is Popular With All Ages

Bowling is a life-time sport and knows no age barrier. All ages enjoy the relaxation and sociability of the game through more than 320,000 men's, women's, junior, senior and collegiate leagues as well as through casual bowling.

The majority of these league and casual bowlers fall into the 18 to 49 age category—the people who purchase the bulk of the products and services sold in this country. Bowlers represent a very important, and lucrative, mass market.

Bowlers By Age Group

Age	% Bowlers	% of U.S. Population 5+
5–11	12%	11%
12–17	15%	10%
18–24	16%	13%
25–34	24%	19%
35–49	19%	19%
50–64	10%	15%
65+	4%	13%
Median Age		
Total 5+	27.3 years	33.4 years
Adults 18+	33.3 years	39.9 years

Heart Of The Market – Adults 18+

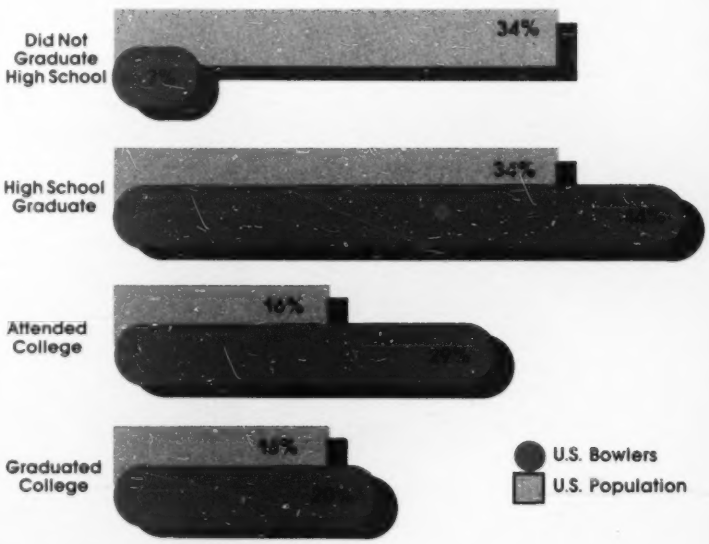
40% are 18–34
43% are 25–49
59% are 18–49

Sources: American Bowling Congress roster and Women's International Bowling Congress roster, 1985
Market Facts, Inc., 1985
U.S. Department of Commerce, Bureau of the Census, 1985

Bowlers Are Better Educated Than The National Average

Today, about 3 out of 10 adults in the United States have some college training. When bowlers are singled out, research shows that 5 out of every 10 have some college training. Bowlers also exceed the national average in the percentage of college graduates in their ranks.

Highest Educational Level Attained

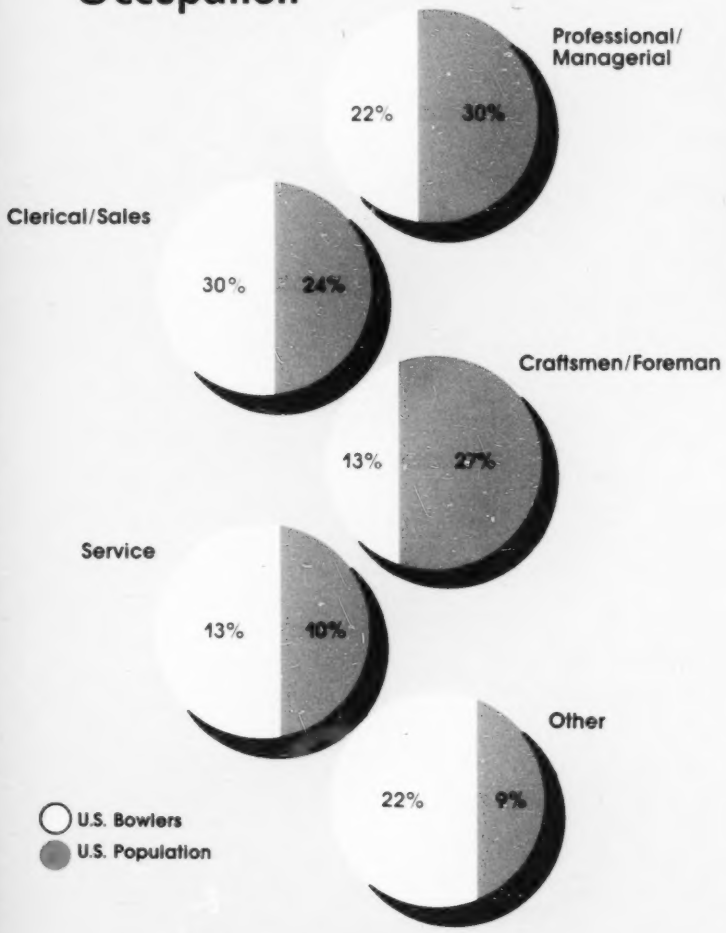


Sources: Market Facts, Inc., 1985
U.S. Department of Commerce, Bureau of the Census, 1985

Bowlers Come From All Walks of Life

Although one third of adult bowlers are managers or professionals, you'll find people from all walks of life at a bowling center. In fact, ask the people in your office and you'll probably find you're working with a bowler.

Occupation



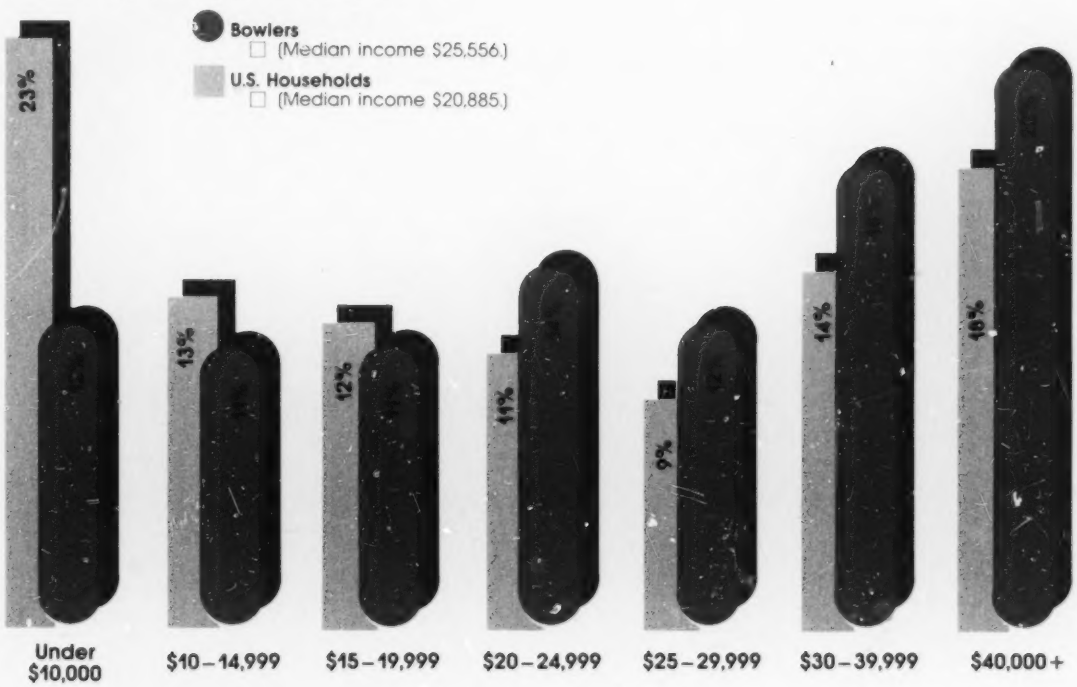
Sources: Market Facts, Inc., 1985
U.S. Department of Commerce, Bureau of the Census, 1985

Bowlers Exceed the National Average in Income

When it comes to income, bowlers do quite well. Their median household income is $25,556, almost $5,000 higher than the U.S. average and 22 percent have household incomes over $40,000.

Because of their numbers and solid incomes, purchasing power is one reason bowlers are the great American market.

Household Income

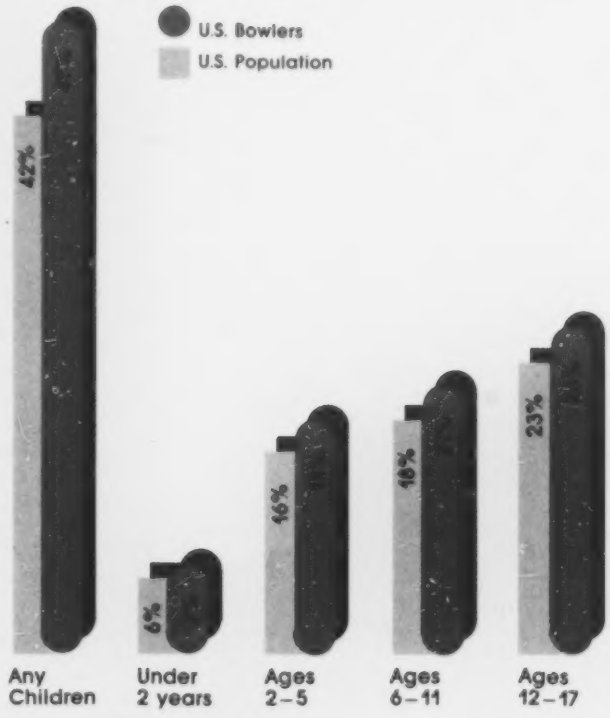


Sources: Market Facts, Inc., 1985
U.S. Department of Commerce, Bureau of the Census, Series P-60, 1985

Bowlers Are Very Family Oriented

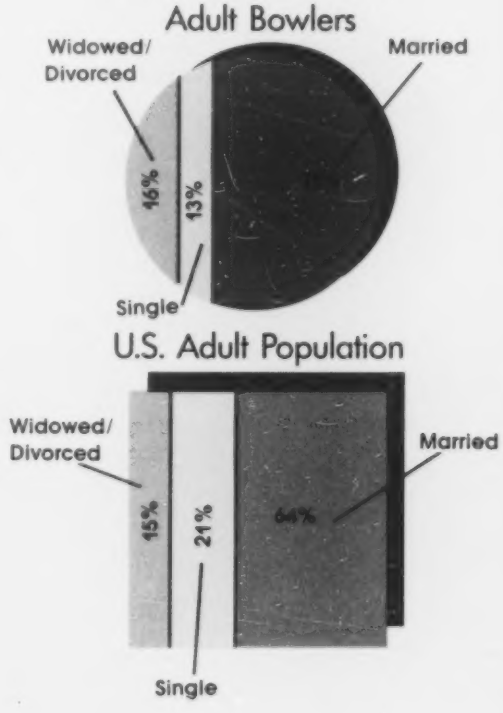
A majority of the adult bowlers in the U.S. are married and almost half have children. Of course, these statistics are to be expected, since bowling appeals to families as a sport in which both young and old can compete and enjoy a relaxing pastime together.

Parents With Children



Sources: Market Facts, Inc., 1985
U.S. Department of Commerce, Bureau of the Census, 1984, 1985

Marital Status

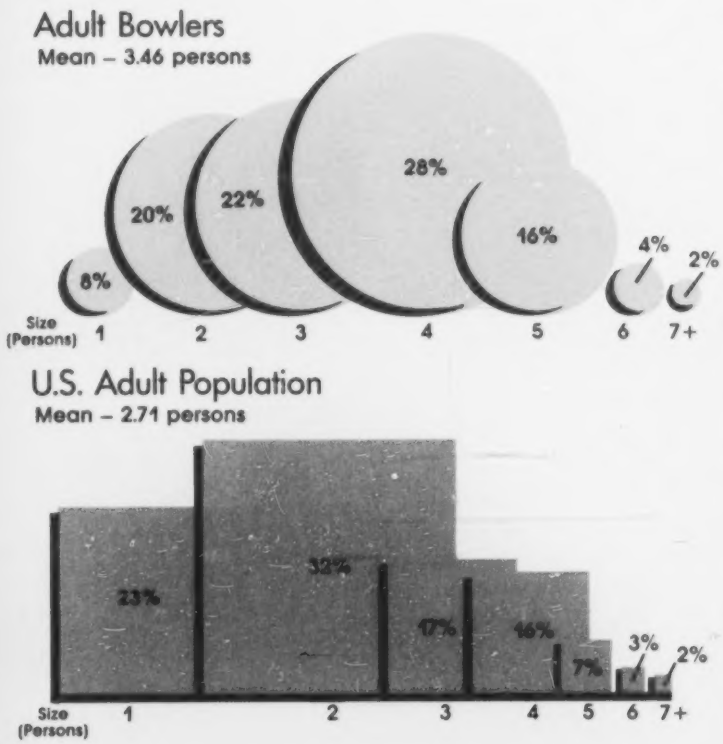


Bowlers Have Larger Households and the Majority Own Their Homes

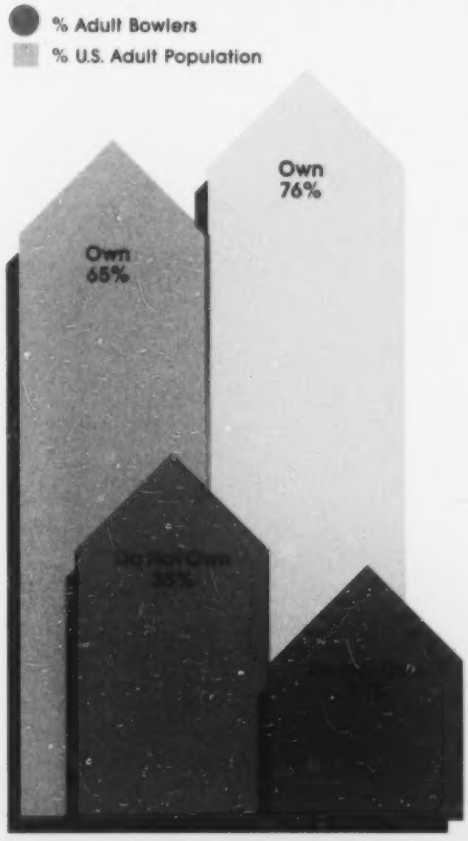
Bowler's family orientation shows up in their households...and household purchases. Over three-fourths of the bowling households boast three or more members.

Bowlers also provide a stable market, with 76 percent of bowlers owning their own home.

Household Size



Home Ownership

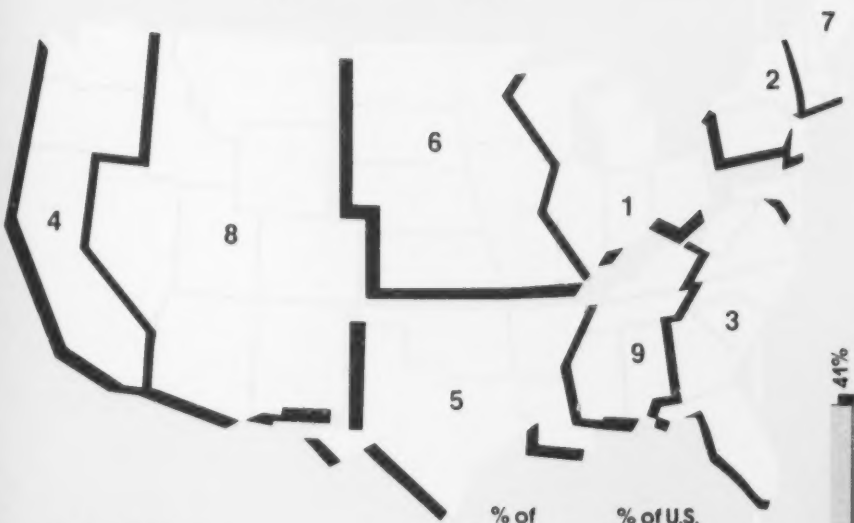


Sources: Market Facts, Inc., 1985
U.S. Department of Commerce, Bureau of the Census, 1985

Bowling is Popular Nationwide and Year-Round

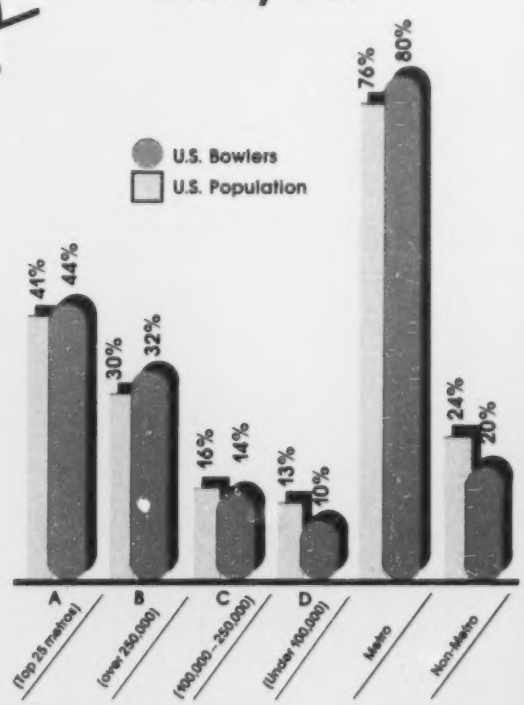
Because bowling is an indoor, all-weather sport, bowlers are dispersed throughout the country, in small towns and large, along the lines of the general population. Bowling has a nationwide apeal—unlike some participant sports which need specific conditions to be played. If you want nationwide year-round exposure bowling has it. Anytime, anywhere people want to recreate, bowling is bound to be near the top of their list of choices.

Geographic Region



Census Region	% of Bowlers	% of U.S. Population
New England	6%	5%
Middle Atlantic	18%	16%
East North Central	25%	18%
West North Central	8%	8%
South Atlantic	14%	17%
East South Central	4%	6%
West South Central	9%	11%
Mountain	5%	5%
Pacific	11%	14%

County Size



Sources: Market Facts, Inc., 1985
U.S. Department of Commerce, Bureau of the Census, 1985

Bowlers Are The Great American Consumers

Bowlers form a massive market segment. Their incomes, education, family size and lifestyles make them consumers of a wide variety of products and services. Most bowlers are very enthusiastic about their sport and relate strongly to bowling promotions and media depictions of it.

Bowlers are a market with above-average product usage in almost all categories. The chart below is just a sampler of the bowler product indices available from the National Bowling Council. As these numbers show, bowlers really are the great American consumers.

Sample of Product Indices

U.S. Adult Index = 100

Category	Adult Bowler Index
After Shave & Cologne (Men)	226
Bottled Spring Water	109
Children's Clothing	120
Cigarettes	116
Diet Cola	122
Disposable Razors	115
Domestic Air Travel	132
Electric Shavers	157
Eye Shadow	242
Fast Food Restaurants	112
Foreign Travel	118
Home Computers	144
Imported Beer	145
Imported and Domestic Wine	122
Jeans	295
Light Beer	147
Mascara (Women)	250
Nail Polish	212
Perfume (Women)	198
Vodka	143

Source: Simmon's Market Research Bureau, 1984

Whatever Your Product or Service, Investigate Bowlers... The Great American Market

Alcoholic Beverages
Athletic Footwear
Auto Parts
Beer
Cameras
Candy Bars
Car Batteries
Carbonated Drinks
Cars
Cereals
Cleaners
Clothing
Coffee
Cold Remedies
Cologne
Cosmetics
Dairy Products
Detergents
Drug Products
Electric Appliances
Fast Food
Film
Financial Services
Frozen Foods
Gum
Hair Care Products
Hardware
Headache Remedies
Health Foods
Home Entertainment
Home Furnishings
Home Improvement
Household Cleaners
Household Paper Products
Instant Foods
Insurance
Jeans
Juices
Kitchen Cleaners
Laundry Cleaners
Lawn and Garden Supplies
Liquor
Magazines
Makeup
Motor Oil
Nail Polish
Napkins
Oral Hygiene Products
Packaged Mixes
Panty Hose
Paper Towels
Personal Computers
Pet Products
Pie Fillings
Pizzas
Polishes
Razors and Blades
Records and Tapes
Remedies
Restaurants
Sauces
Skin Conditioners
Snacks
Soaps
Tires
Toiletries
Toothpaste
Vegetables
Video Games
Vitamins
Waxes
Wines
Yogurt

A Note About This Study

Data for this profile was gathered from a sample of 20,000 demographically-balanced, nationally representative households. The bowling participation of over 31,500 persons was surveyed to provide this profile of persons 5 years of age and over who have bowled one or more times in the past year.

If you have questions not answered by this profile, contact the National Bowling Council. We have been the marketing arm of the industry since 1943 and have helped scores of companies improve their bottom line through bowling.

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1213857500